

# CATCH

## A Talent Development Model

# Beyond Training

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## Our Vision:

*In a constantly **Evolving World**, where systems are **continuously Changing**, the **Challenge** is the surviving path using **Development** as the only reliable Solution.*




*There is our contribution.*

## The Concept

Somebody once said that: “Telling is not Teaching, and Teaching is not Training”.

We would like to add that: Just Training, is not “**Development**”.

“Change has a considerable psychological impact on the human mind:

-  To the fearful it is threatening because it means that things may get worse.
-  To the hopeful it is encouraging because things may get better.
-  To the confident and successful, it is inspiring because the challenge exists to make things better”.

As change is inevitable, confident and successful people take the change as an opportunity to make things better.

How things can be made better?

There is famous saying attributed to Einstein:

*“Problems cannot be resolved using same thinking methodologies that were used when created”.*

This clever saying depicts the need of improving thinking methodologies on a continuous basis, therefore continuous improvement in obtaining and applying knowledge which requires the use of improved and new developed competencies.

Continuous development of thinking methodologies involves a learning process that provides continuous capabilities improvement, while knowledge application requires a refined Continuous *Performance Development* model, using clear measurement metrics that provides accurate use of the built intellectual capital, with ability to follow through and provides feedback on achievement and gaps identifications for more improvements to complete the circle of continuity.

“**Training**” is the corner stone of this phenomenon; it is a pillar of this sophisticated structure. But would training be enough?

The ultimate objectives of each training is the development of skills, talents, competencies and knowledge; Therefore, development doesn't mean only training. It also consists of: Identification of the **Context**, gap **Assessment**, and after the training, **Coaching** on the application, and continuous **Help** for reinforcement. Then verification of improvement of enhanced results can take place.

This can be achieved through a deep understanding of the “natural code of learning”, a sophisticated process of development and a comprehensive understanding of performance management and the right tools to implementing it.

## Professional Development Model (CATCH)






***"A goal without a plan is just a wish".***

Antoine de Saint-Exupéry,

The goal of any Talent Development is improving performance to achieve objectives. It is as simple as that.

Our **Talent Development Model (CATCH)** is the plan to achieve that.

**CATCH** is our model for *Talent Development*, it is a process comprised of five stages:

-  **Context:** Understanding the Objectives and
-  **Assessment:** Discovering capabilities and defining the Gap
-  **Training:** Acquiring new knowledge and enhancing and building skills
-  **Coaching:** Using new knowledge, putting skills in action building Competency
-  **Help:** Answering concerns and inquiries and guiding through new challenges

**Training** is the core stage, it is the stage where new knowledge is given to attendants to enhance their skills and build new ones, but how can we use this step for its best outcome?

how can we guarantee that new knowledge is really acquired and transferred into skills?

This can be achieved through the proper implementation of the **CATCH** Process, the proper implementation of the five stages as follows:



Professional Development Model

## The Context

This is to understand the context in which employees are expected to perform their roles, and the objectives for which the organization is aiming.

In the **Context** phase, consultants must understand the vision, mission and objectives of the organization, understand the culture and values that the organization wish to instill.

This phase identifies the key values and skills required to achieve the job objectives. It sets the objectives of the **CATCH** process.

This stage is in form of meetings with the management and participants supervisors in coordination with the Professional Development coordinators of the organization, it is important for employees, management and supervisors to point out the main rooms of improvement they see in the teams, and the new objectives they are planning to achieve. The outcome of this phase will be embedded in the courses materials which will be customized accordingly, along with organization's culture and values.

## Assessment

Having understood the management objectives and goals of the training, this phase focuses on employees' abilities and expectations, making sure that they understand organizations vision and objectives, and willing to fulfill organization's culture.

Once this is done through face to face (in person or online) meetings, employees will be given the chances to assess their skills and abilities, facilitated by a consultant in groups using motivational methodologies to psychologically prepare the participants and develop their learning states, and identify their learning needs in lights of the outcome of the **Context** phase.

This stage is in form of group meetings with the participants, one-to-one meetings is also possible upon the convenience of employees, where people will be given the chance in a positive and motivational environment to express their fears and weaknesses to be developed. The outcome of this phase will help consultants to develop and customize courses contents to answer as much as possible of the generated employees concerns. It is possible for the professional development coordinator to participate in these sessions, given that employees weaknesses expressions will remain anonymous, to maintain comfortable environment for attendants.

## Training

The two previous stages, provide deep understanding of the development requirement and needs, and current attendants skills level, therefore identifying the gap that needs to be covered accurately. Also, the Assessment phase

Consultants will use the outcome of the previous two phases to include in the courses of training, appropriate materials and relevant examples and solutions that directly address employees concerns and fulfill management desirable improvement expectations.

**Training** will be in forms of workshops, learning games, interactive teaching discussions and other active methods to guarantee full participation from attendants. It also may be conducted online if in-person is difficult for any reason.

Where applicable, **Training** may include quizzes and exams, participants will walkout fully satisfied with rich materials and reference papers that guide them and help them to absorb new knowledge and how to use it to develop their skills and put it in practice in their environment.

As part of organization professional development work, participants will be given certificate of attendance, customized with organizations name and logo.

## Coaching

With **Training**, the preparation for better and improved performance has been completed, but yet, the true development is not yet guaranteed, where the most critical step is yet to come: Improving Performance.

**Coaching** through follow up sessions will take place in various area, especially those identified during first two stages: **Context** and **Assessment**, as well as some other rooms of improvement may have been extracted during **Training**.

Consultants will provide on-site assistance and reviews with participants, to help them tailor their performance using what they have learned and guarantee full understanding and proper implementation of what have been learned. Another benefit of **Coaching** is to encourage teams to transfer some of their skills and best practices in development into habits. In coordination with organization Professional Development and Human resources functions, consultants may help and develop assessment forms to measure the gains from Training.

## Help

With the Professional Development Process completed, and the teams are on their own in the field practicing and using newly developed skills, they may need from time to time to consult for either more information or some way for tailoring their skills in certain situations. We will receive their emails and answer their questions and inquiries on ‘Best-We-Can’ basis. The nature of these inquiries should be limited to the development subject and must only include the general and good to know level of inquiries and no urgent or specific job related discussion should be raised.

Help will continue to be provided as long as we agree with the customer during the initial discussion pf any project development project.